National Investor Relations Institute

Fundamentals of Investor Relations Seminar and Service Provider Showcase

The Loews Santa Monica Beach Hotel
Santa Monica, CA
January 11 – 14, 2015

AGENDA
www.niri.org/fundamentals

Updated 1/7/2015

SUNDAY, JANUARY 11

6:00 – 7:00 pm  Welcome Reception, Registration and Service Provider Showcase
                Arcadia Foyer – 5th Floor

Network with your peers!

OBJECTIVES
Get acquainted
Pick up your seminar notebook for preview
Preview the Service Provider Showcase

MONDAY, JANUARY 12

7:45 – 8:15 am  Registration
                Arcadia Foyer – 5th Floor

Breakfast
Service Provider Showcase
**MONDAY, JANUARY 12**

**8:15 – 8:30 am** Welcome and Orientation

Arcadia Foyer – 5th Floor

**Kraig Conrad**
Vice President, Professional Development
_National Investor Relations Institute_
Alexandria, VA

**Day Moderator**
_Nicole McIntosh-Russell_
Vice President, Investor Relations
_Waddell & Reed Financial, Inc._
Overland Park, KS

Get introduced to the world of IR!

**OBJECTIVES**
- Overview of IR practice terrain
- Highlights of NIRI taxonomy

**8:30 – 9:30 am** The Big Picture: Investor Relations Today

_Nicole McIntosh-Russell_
Vice President, Investor Relations
_Waddell & Reed Financial, Inc._
Overland Park, KS

Gain a comprehensive overview of the investor relations function from a senior-level IRO

**OBJECTIVES**
- Day in the life of an IRO and major job responsibilities
- Evolution of the role of investor relations
- Investor relations career – what makes a standout IRO?
- Demonstrating results and evaluating performance
- Relationship management and collaboration with other departments
- How to respectfully object and marshal resources
9:30 – 10:00 am  Service Providers and Other Resources

Kraig Conrad
Vice President, Professional Development  
*National Investor Relations Institute*  
Alexandria, VA

*Discover solutions and resources to make your job easier and lead you to success*

**OBJECTIVES**
- Meet the Service Providers
- Learn how providers can help you do your job

**NIRI Would like to thank our table top sponsors:**
- American Stock and Transfer
- Business Wire
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- Corbin Perception Group
- Investis
- Ipreo
- Modern IR
- NASDAQ OMX
- PRNewswire | Vintage Fillings
- Q4 Websystems
- S&P Capital IQ
- SNL IR Solutions
- Virtua Research

To view descriptions, visit [www.niri.org/fund15sponsors](http://www.niri.org/fund15sponsors)

10:00 – 10:30 am  Break
Service Provider Showcase
MONDAY, JANUARY 12

10:30 am – 12:15 pm  Corporate Disclosure: Issues and Best Practices

Stephen Cooke
Partner, Corporate Development
Paul, Hastings LLP
Costa Mesa, CA

A legal expert and IR pros review disclosure concepts, filings, regulations, enforcement, and liability

OBJECTIVES
- Disclosure concepts – duties to disclose, materiality
- Overview of filings
- Rules and regulations – Regulation Fair Disclosure (FD), SOX
- Enforcement and oversight – the SEC and Self Regulating Organizations
- Professional liability and D&O
- Notice and access

12:15 – 1:30 pm  Lunch Sponsored by Loews Hotel
Ocean and Vine – Lobby Level

NIRI dignitary Smooch Reynolds will be available to answer career questions.

Smooch Reynolds
Executive Vice President
DHR International
Pasadena, CA
1:30 – 3:00 pm  Corporate Disclosure (cont’d)

Kathleen Brennan deJesus  
Senior Attorney, Corporate Governance  
*Edison International*  
Rosemead, CA

Lori Hillman  
Manager, Investor Relations  
*Health Net, Inc.*  
Woodland Hills, CA

Felicia Williams  
Senior Manager, Investor Relations  
*Edison International*  
Rosemead, CA

*Learn the key points of proper external communications for investor relations*

**OBJECTIVES**  
- Guidance – communicating forward looking information  
- Disclosure policies and best practices  
- Company social media policy  
- Communicating with analysts and investors  
- Press/Earnings release, annual report, conference call scripts  
- The future of disclosure – Social media and other tools

3:00 – 3:30 pm  Break  
Service Provider Showcase
MONDAY, JANUARY 12

3:30 – 4:30 pm  The Value of Targeting/IR Marketing

Maili Bergman  
Senior Vice President, Investor Relations  
Live Nation, Inc.  
Beverly Hills, CA

Mickey Foster  
NIRI Fellows  
Vice President, Investor Relations  
FedEx Corporation  
Memphis, TN

Gain insights into targeting, including a definition and how to successfully target investors

OBJECTIVES
- Definition: What is targeting? Why is it important to your stock’s valuation?
- Theory – Basic concepts
- Practice – How it works
- Define your audience
- Planning your event schedule
- Balancing sell-side vs. Buy-side interest
- Resources and tools
- Shareowner visibility and related challenges
- Budget and time considerations
- Using the web as a marketing tool
  - Strategic use of the internet to market the company
  - Using the internet as a research, selling and communications tool
- Social media

4:30 – 4:45 pm  Summary and Day Wrap-up

OBJECTIVES
- Key learning from the day
- Connecting learning to the terrain of IR practice
- Highlights in preparation for Wednesday’s case study
**MONDAY, JANUARY 12**

4:45 – 6:00 pm  **Sunset Reception**

5th Floor Balcony

6:30 – 8:00 pm  **Optional Dinner**

NIRI Los Angeles Chapter Dinner
Registration at an additional cost
Visit [www.nirila.org](http://www.nirila.org) for more information

Location: Venice Room

**TUESDAY, JANUARY 13**

7:45 – 8:15 am  **Breakfast**

Service Provider Showcase

8:15 – 8:30 am  **Welcome and Introductions**

*Day Moderator*

**David Erickson**

NIRI Fellows

Vice President, Investor Relations

*Edwards Lifesciences Corporation*

Irvine, CA
TUESDAY, JANUARY 13

8:30 – 10:00 am  Media and Communications

James Lucas
Managing Director
The Abernathy MacGregor Group
Los Angeles, CA

Julie MacMedan
CEO, MacMedan Financial Communications
Sherman Oaks, CA

Learn to create the right messages for your objectives and how to work with the media

OBJECTIVES
• Dealing with the media
• Media training
• Crisis management/Reputation management
  o Individual – Commanding credibility quickly
• How marketing, corporate communications, IR and PR interact
• Creating powerful communications tools
• Developing effective messaging

10:00 – 10:30 am  Break

Service Provider Showcase
Planning and Executing Analyst Days and Non-Deal Road Shows

Maili Bergman  
Senior Vice President, Investor Relations  
*Live Nation, Inc.*  
Beverly Hills, CA

Jean Wood  
Vice President, Investor Relations  
*The Macerich Company*  
Santa Monica, CA

Find the secrets to success from planning, preparation and strategy through execution

**OBJECTIVES**

**PLANNING AN ANALYST DAY**
- Planning and preparation: Why, When, Where, Who, How
- Senior management participation

**PLANNING AND EXECUTING A NON-DEAL ROADSHOW**
- Define your strategy
- Planning and executing
- Steps for success

11:30 – 12:30 pm  **Lunch**

Ocean and Vine – Lobby Level

Service Provider Showcase
TUESDAY, JANUARY 13

12:30 – 1:30 pm  NIRI Benefits Overview

Matt Brusch  
Vice President, Communications and Practice Information  
National Investor Relations Institute  
Alexandria, VA

Kraig Conrad  
Vice President, Programs and Development  
National Investor Relations Institute  
Alexandria, VA

Michael McGough  
Vice President, Marketing and Membership Development  
National Investor Relations Institute  
Alexandria, VA

NIRI leadership explains the organization’s many benefits of membership.

OBJECTIVES

- NIRI overview
- Four primary membership benefit categories
  - Information
  - Community
  - Professional Development
  - Advocacy
1:30 – 2:30 pm  Understanding Equity Markets

Rich Barry
Vice President/Floor Governor
NYSE Euronext
New York, NY

Steven Brown
Managing Director, Market Intelligence Desk
NASDAQ OMX
New York, NY

How the market affects your stock price, including market mechanics and key market indicators

OBJECTIVES
Market mechanics: How stocks are traded – Then and now
   Market center – Exchanges, market makers and ECNs
   Auction markets and the role of the specialist
   Dealer markets and the role of the market maker
   Dark pools
   High frequency trades
Traders and how they affect IR
   Various trading methodologies
   How traders affect the role of IR
Understanding key market indicators for your company’s stock
   Technical versus fundamental analysis
How prices are determined
Debt market

2:30 – 3:00 pm  Break
Service Provider Showcase
Panel Discussion: Understanding the Work of Analysts

3:00 – 3:40 pm  The Sell Side

Michael Pachter
Managing Director, Equity Research
Wedbush Securities
Los Angeles, CA

*Discover the function of the Sell Side and how to effectively communicate to them*

**OBJECTIVES**
- Definition and function of the institutional marketplace
- Relationship to the sell-side
- How sell-side analysts make an investment decision
- How portfolio managers view the investor relations role
- What information and techniques can help you to enhance effectiveness of communications/information to sell side

The Buy Side

Victor Hawley
Principal
Aristotle Capital Management, LLC
Los Angeles, CA

*Find the definition of the Buy Side, their investment decisions, and how to work with them*

**OBJECTIVES**
- Definition and function of the institutional marketplace
- Relationship to the sell-side
- How buy-side analysts make an investment decision
- How portfolio managers view the investor relations role
- What information and techniques can help you to enhance effectiveness of communications/information to buy side
Discussion with Financial Analysts

Victor Hawley
Principal
Aristotle Capital Management, LLC
Los Angeles, CA

Michael Pachter
Managing Director, Equity Research
Wedbush Securities
Los Angeles, CA

*How to communicate with Wall Street: problems, concerns, and changing relationships*

**OBJECTIVES**
- Problems, concerns with analyst communication
- How to relate difficult, negative news to senior management and the “Street”
- How is the relationship changing (buy versus sell sides)

**3:40 – 4:30 pm** Financial Analysis and the IRO

Martin Sheehan
Vice President, Investor Relations
DirecTV
El Segundo, CA

*Learn how Wall Street views your company’s financial statements and IR experts on how to tailor your financial data to tell your company’s story*

**OBJECTIVES**
- The value of trend analysis to the IRO
- Communicating financial data more effectively to support value creation
- Which numbers are most meaningful in telling your story?
- It’s more than numbers – the importance of non-financial performance measures
TUESDAY, JANUARY 13

4:30 – 4:45 pm  Summary and Day Wrap-up

OBJECTIVES

  Key learning from the day
  Connecting learning to the terrain of IR practice
  Highlights in preparation for Wednesday’s case study

Open Night: Enjoy a night out with your newly forming network.

HOMEWORK ASSIGNMENT

Read the Trifecta Corporation case study in the Wednesday section of your program book for tomorrow afternoon’s group activity

WEDNESDAY, JANUARY 14

8:00 – 8:30 am  Breakfast
Service Provider Showcase

8:30 – 8:45 am  Welcome and Introductions

Day Moderator
Laurie Berman
Managing Director
PondelWilkinson, Inc.
Los Angeles, CA
Putting It All Together

8:45 – 10:00 am  Developing an Investor Relations Plan/IR Resources – Essential Services

Laurie Berman
Managing Director
*PondelWilkinson, Inc.*
Los Angeles, CA

Julie MacMedan
CEO, MacMedan Financial Communications
Sherman Oaks, CA

*Guidelines on all aspects of an IR plan – and how to communicate and deliver the plan*

**OBJECTIVES**
- Guidelines on developing a workable plan for your company
- The role intangibles play in your value proposition
- Optimizing the appropriate shareholder base for your company’s stock
- Delivering on the IR strategy
- Measuring results and corporate governance impacts
- Element impact on plan – cap size, industry, business model, region, life cycle
- Essential services

**OBJECTIVES**
- What are the objectives for your program?
- With whom are you communicating?
- What resources do you have?
- What tools are essential? What tools are nice to have?

10:00 – 10:30 am  Break
Service Provider Showcase
10:30 – 12:00 pm  Developing an IR Plan – A Case Study Approach

Facilitators:

Laurie Berman  
Managing Director  
PondelWilkinson, Inc.  
Los Angeles, CA

Julie MacMedan  
CEO, MacMedan Financial Communications  
Sherman Oaks, CA

Group case study review: apply seminar learning while gaining insight from your new network of practitioners

OBJECTIVES
- Registrants review a case study
- Small group exercise to create an investor relations plan
- Report results of small group activity

12:00 – 1:00 pm  Lunch
Ocean and Vine – Lobby Level

OBJECTIVES
- Networking

Service Provider Showcase

This will be your last opportunity to visit the service providers. After lunch the Service Provider Showcase portion of this seminar ends.

Wrap-Up and Adjourn

Don’t forget to complete the online seminar evaluation!